# SAS HACKATHON

## FROM START TO FINISH

**Start**

### 1 ENGAGE: Why hack?
Why should you participate in the SAS Hackathon?

**Conversation starters:** Learn by doing? Extend your network? Accelerate innovation? Take an idea from model to production? Pursue commercialization?

### 2 PROBLEM: What to hack?
Identify potential use cases.

**Conversation starters:** What problem do you want to solve? Is there data available? Who is the target audience? What's the benefit of solving the problem?

### 3 TEAMWORK: Who can hack?
Discuss what you need to create a dream team.

**Conversation starters:** Roles. Skills. Gap analysis of skills.

**Did you know?** A team can be from a single organization or from different organizations working together.

### 4 TICK TOCK: How can you make time to hack?
Have an open discussion about each team member's availability/schedule, level of engagement and time commitment.

**Did you know?** Teams have access to the SAS cloud for one month and a virtual learning environment prior to start.

### 5 TRACKS: Hack what piques your curiosity
Let your curiosity lead the way. Talk about which industry area best accommodates your interests.
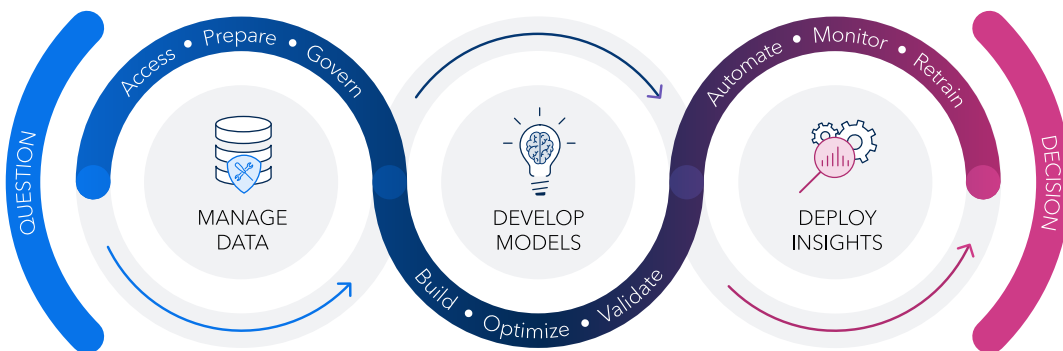Tracks subject to change.

- App Factory Cloud
- Computer Vision
- Data Management
- Decisioning
- Forecasting & Optimization
- IoT
- Machine Learning
- Model Management
- Natural Language Processing
- Open Source
- Visual Analytics
- Trustworthy AI

Banking · Energy · Health Care · Insurance
IoT Cross Industry · Life Sciences · Manufacturing · Public Sector
Retail & Consumer Goods · Services & Sports · Telecom & Media

### 6 EXPLORE: Hack in SAS® Viya®
Discuss how your problem can go through the analytics life cycle. Your use case + SAS Viya, a complete AI and analytics platform. Get inspired by past hacks.

**Conversation starters:** Place your game piece inside the analytics life cycle where you think your expertise fits.

## SAS Analytics Life Cycle

QUESTION

Access • Prepare • Govern
**MANAGE DATA**

Build • Optimize • Validate
**DEVELOP MODELS**

Automate • Monitor • Retrain
**DEPLOY INSIGHTS**

DECISION

### 7 MENTORS: Support for your hack
Discuss what kind of support would be helpful. What would help accelerate your journey?

**Did you know?** You have a SAS mentor and access to an e-learning environment.

### 8 PLAN: Scope your problem
How will you complete your use case in one month? What are your priorities and limitations?

**Consider:** Data. Use case complexity. Team perspective.

### 9 JURY EVALUATION: When the hack is done
Review the jury's scorecard with your use case in mind.

Problem.
Solution.
Compelling event.
Key metrics/business value.
Technology used.
Use of SAS technology.
Impact/future potential.
Innovation level.
Storytelling.

**Conversation starters:** Which criteria are the most important for your success?

### 10 TELL YOUR STORY: Be compelling
Talk about key messages that you want to convey. Think about the best way to showcase your use case in your video presentations.

**Did you know?** You are required to submit two videos: a 3-and 10-minute video.

### 11 GET SOCIAL: Share your hack
Discuss the ways you can share your use case.

**Conversation starters:** Which social media channels? Intranet?

### 12 ALL TEAMS ARE WINNERS: Just by participating!
What's next after the hackathon?

**Conversation starters:** Model in your production environment? Commercialization? Concept showcase? Bragging rights? Sharing your story?

**Did you know?** You own the intellectual property.

### 13 DRUM ROLL: Winning hacks
Imagine yourself as the Hack Slam winner? Who will you mention in your acceptance speech?

**HACK YEAH! I'm all in.**
Tell us you are interested in joining.

**Finish**